

ESTTA Tracking number: **ESTTA669506**

Filing date: **04/29/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Kikkoman Sales USA, Inc.
Granted to Date of previous extension	04/29/2015
Address	50 California Street Suite 3600 San Francisco, CA 94111 UNITED STATES
Attorney information	Michael J. Gratz Boyle Fredrickson 840 N. Plankinton Avenue Milwaukee, WI 53203 UNITED STATES docketing@boylefred.com, blm@boylefred.com

### Applicant Information

Application No	86194458	Publication date	12/30/2014
Opposition Filing Date	04/29/2015	Opposition Period Ends	04/29/2015
Applicant	Mizkan Americas, Inc. 1661 Feehanville Drive, Suite 300 Mt. Prospect, IL 60056 UNITED STATES		

### Goods/Services Affected by Opposition

Class 030. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Asian sauces, Asian salad dressings and Asian cooking sauces, except sauces and dressings made in India

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
--------------------------------------	----------------------------

### Mark Cited by Opposer as Basis for Opposition

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	ASIAN MADE EASY		
Goods/Services	Asian sauces, recipes, and educational services, namely, providing educational demonstrations in the field of the culinary arts relating to the enhancement of food flavor by using soy sauce and distribution of		

	printed demonstration materials in connection therewith
--	---

Attachments	00843438.PDF(1004226 bytes ) 00843428.PDF(4346540 bytes ) 00843429.PDF(1420582 bytes )
-------------	--

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/michael j. gratz/
Name	Michael J. Gratz
Date	04/29/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

---

**KIKKMAN SALES USA, INC.**

) Serial No. 86/194,458

Opposer

) Filed: February 14, 2014

v.

) Mark: ASIAN MADE EASY.

**MIZKAN AMERICAS, INC.**

) Published in the Official Gazette

Applicant

) on December 30, 2014

---

**NOTICE OF OPPOSITION**

---

COMMISSIONER FOR TRADEMARKS  
2900 Crystal Drive  
Arlington, VA 22202-3513

Sir:

Kikkoman Sales USA, Inc. ("Opposer") having a principal place of business at 50 California Street, San Francisco, California 94111, believes that it will be damaged by Applicant's registration of the mark ASIAN MADE EASY. shown in Trademark Application Serial No. 86/194,458 (hereinafter "Applicant's mark" or "the '458 application"). The '458 application was filed by Applicant, Mizkan Americas, Inc. ("Applicant") on February 14, 2014, and published for opposition in the Official Gazette on December 30, 2014.

As grounds for opposition, Opposer alleges:

**OPPOSER'S TRADEMARK**

1. Opposer is now, and has been for many years, engaged in the offer and sale of Asian sauces, and the offer of educational services, namely, providing educational demonstrations in the field of the culinary arts relating to the enhancement of food flavor by

using soy sauce and distribution of printed demonstration materials in connection therewith throughout the United States under the name ASIAN MADE EASY.

2. Opposer owns common law trademark rights to its well-known ASIAN MADE EASY name ("Opposer's Mark"), which is used on and in connection with Asian sauces, recipes, and educational services, namely, providing educational demonstrations in the field of the culinary arts relating to the enhancement of food flavor by using soy sauce and distribution of printed demonstration materials (collectively "the Opposer's goods and services"). Opposer began using the ASIAN MADE EASY mark at least as early as December 6, 2004 anywhere and in interstate commerce since at least as early as December 6, 2004. As can be seen in Exhibit 1, the ASIAN MADE EASY trademark has been used on Opposer's website, on posters, on advertisement handouts and brochures, and press releases relating to Asian sauces, recipes, and educational demonstrations.

3. Opposer had a website located at the domain name asianmadeeasy.com, which included use of the Opposer's Mark from at least as early as December 6, 2004 until at least September 7, 2007.

4. Due to the success of Opposer's Mark, Opposer began adopting a "MADE EASY" trademark family, with several different prefixes including "UMAMI MADE EASY" and "LATIN MADE EASY" (collectively, "the Opposer's Trademark Family"). Opposer filed a trademark application directed to "UMAMI MADE EASY" on September 6, 2007. The application registered as trademark registration 3,460,956 on July 8, 2008. *See, e.g.*, Exhibit 2.

5. As a result of Opposer's substantially consistent and continuous use of the ASIAN MADE EASY mark at least since December 6, 2004 in connection with the Opposer's goods and services, the ASIAN MADE EASY mark has developed goodwill and a positive reputation among the industry, the trade, and consumers, and has become a very valuable asset of Opposer. Similarly, the Opposer's Trademark Family has developed goodwill and a positive reputation among the industry, the trade, and consumers.

6. Since at least December 6, 2004, long prior to any use by Applicant, Opposer, with great success, has marketed, advertised, sold and distributed Asian sauces, recipes, and promoted its educational services, namely, providing educational demonstrations in the field of the culinary arts relating to the enhancement of food flavor by using soy sauce and distribution of printed demonstration materials under the ASIAN MADE EASY trademark.

7. Opposer has continuously and consistently marketed its goods under the name and mark ASIAN MADE EASY for almost ten years and before any use by the Applicant. The ASIAN MADE EASY mark functions as a major part of Opposer's Asian sauce, recipe, and educational services line.

#### APPLICANT'S '458 APPLICATION

8. Upon information and belief, Applicant is a Michigan corporation having a mailing address at 1661 Feehanville Drive, Suite 300, Mt. Prospect, Illinois 60056. Applicant is the owner of record of the '458 application for the design mark ASIAN MADE EASY.

9. On February 14, 2014, Applicant filed its application for registration of Applicant's mark for "Asian sauces, Asian salad dressings and Asian cooking sauces" in International Class 30. Applicant later amended the description of goods in prosecution to "Asian sauces, Asian salad dressings and Asian cooking sauces, except sauces and dressings made in India" in International Class 30.

10. Applicant filed the application under a Section 1(b), Intent-To-Use filing basis.

11. Applicant filed its application for the '458 application without Opposer's authorization or consent.

12. Opposer's ASIAN MADE EASY mark, including Opposer's common law rights, substantially pre-dates the filing of the '458 application by Applicant.

#### LIKELIHOOD OF CONFUSION

13. The mark shown in Serial No. 86/194,458 is a design mark that contains text identical to Opposer's ASIAN MADE EASY name and mark, and is likely, when used on or in connection with the goods identified in Application Serial No. 86/194,458, to cause confusion, or cause mistake, or to deceive.

14. The goods with which Applicant uses its mark are virtually identical to the goods with which the Opposer uses its mark, and are directed to the same customers and users.

15. Applicant's continued prosecution of the '458 Application after receiving a letter from Opposer explaining Opposer's intellectual property shows Applicant's disregard for Opposer's trademark rights.

16. Accordingly, the Board should refuse registration under § 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

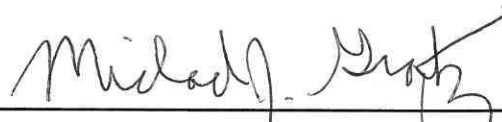
WHEREFORE, Opposer prays that this opposition be sustained; that Serial No. 86/194,458 be rejected; and that no registration be issued to Applicant.

Opposer hereby appoints Boyle Fredrickson, S.C., a law firm composed of members of the Bar of the State of Wisconsin, to act as attorneys for Opposer herein, with full power to prosecute this opposition proceeding, to transact all relevant business with the Patent and Trademark Office and in the United States courts, and to receive all official communications in connection with this opposition proceeding.

The required fee is submitted herewith; however, please charge any additional fees that may be due in this opposition proceeding or credit any overpayments to Deposit Account No. 50-1170.

Respectfully submitted,

Date:

A handwritten signature in black ink, appearing to read "Michael J. Gratz", is written over a horizontal line.

Michael J. Gratz, Registration No. 39,693

BOYLE FREDRICKSON, S.C.  
840 N. Plankinton Avenue  
Milwaukee, Wisconsin 53203  
414-225-9755  
Atty. Docket No. 675.076

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

---

**KIKKMAN SALES USA, INC.**

) Serial No. 86/194,458

Opposer

) Filed: February 14, 2014

v.

) Mark: ASIAN MADE EASY.

**MIZKAN AMERICAS, INC.**

) Published in the Official Gazette on

Applicant

) December 30, 2014

---

**CERTIFICATE OF FILING AND SERVICE**

---

The undersigned hereby certifies that the foregoing was electronically filed with the Trademark Trial and Appeal Board and was served, by mail, upon the following attorneys of record:

PERLA M. KUHN  
FOX ROTHSCHILD LLP  
100 Park Avenue, Suite 1500  
New York, NY 10017

on this 29th day of April, 2015.

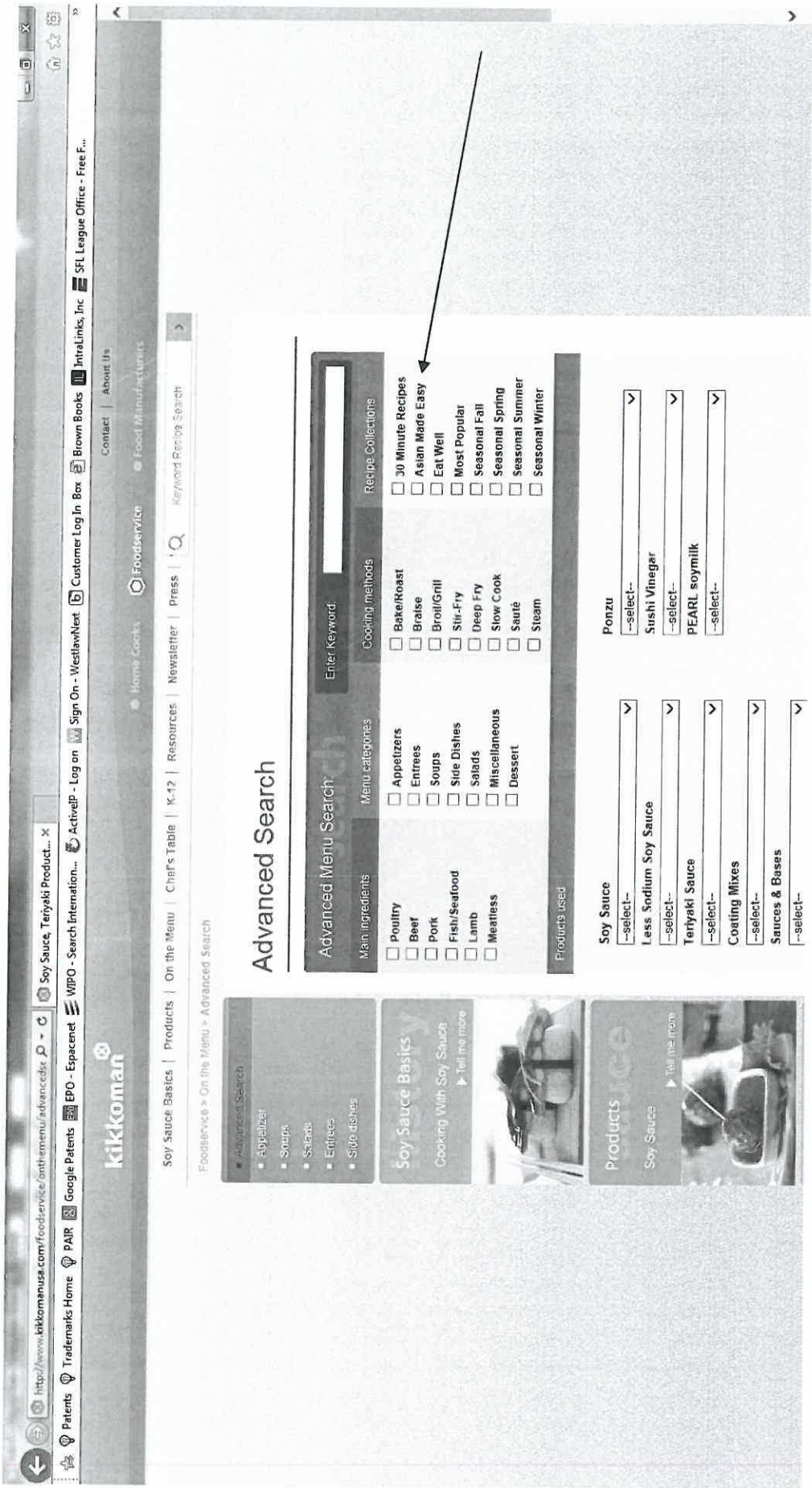


---

Brad Meyer, Attorney  
Boyle Fredrickson S.C.  
840 N. Plankinton Avenue  
Milwaukee, WI 53203  
Phone: 414-225-9755  
Fax: 414-225-9753



Current Use of "ASIAN MADE EASY" on Kikkoman Website



Previous Use of "ASIAN FLAVOR MADE EASY"

# kikkoman®

## Asian Flavor Made Easy

Now more than ever, the culinary spotlight is on Asia. Do you know how to develop your product formulations to capture the increasing appeal of popular Asian flavors?

As the world's best-known Asian food brand—and one with a knowledge base that you can build on—Kikkoman should be your first call when Asian inspiration strikes. With the food industry's broadest range of liquid and dehydrated soy sauces, seasonings and flavor enhancers, Kikkoman is your key to Asian flavors.

### The Soy Sauce Leader

Kikkoman has more than 300 years of experience brewing soy sauce—the essential Asian flavor ingredient. Our naturally brewed soy sauce is available in many functional forms, from liquid, dehydrated and granulated to less sodium, gluten-free, preservative-free, non-GMO and clear; our lineup offers a solution for every formulation and production challenge.



### Born and Brewed in the U.S.A.

These days, source matters. Our soy sauce is naturally brewed in state-of-the-art, HACCP-approved production facilities in Vancouver, Wisconsin, and Joliet, California, using only North American-grown soybeans and wheat, 100% natural salt and pure water. And our multiple distribution centers throughout North America ensure consistent quality, flavor, delivery and safety with every shipment.

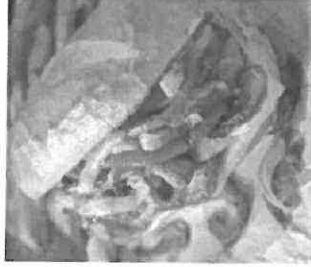
### Why Naturally Brewed Kikkoman?

All soy sauces are not created equal. Only natural brewing creates the unique flavor profile, functionality and consistency that make Kikkoman soy sauces stand out. More than 200 identifiable constituents add complexity, balance, interest and create the subtle richness that characterizes the cuisines of Japan, China, Thailand, Korea and beyond.

### Soy Sauce and Beyond

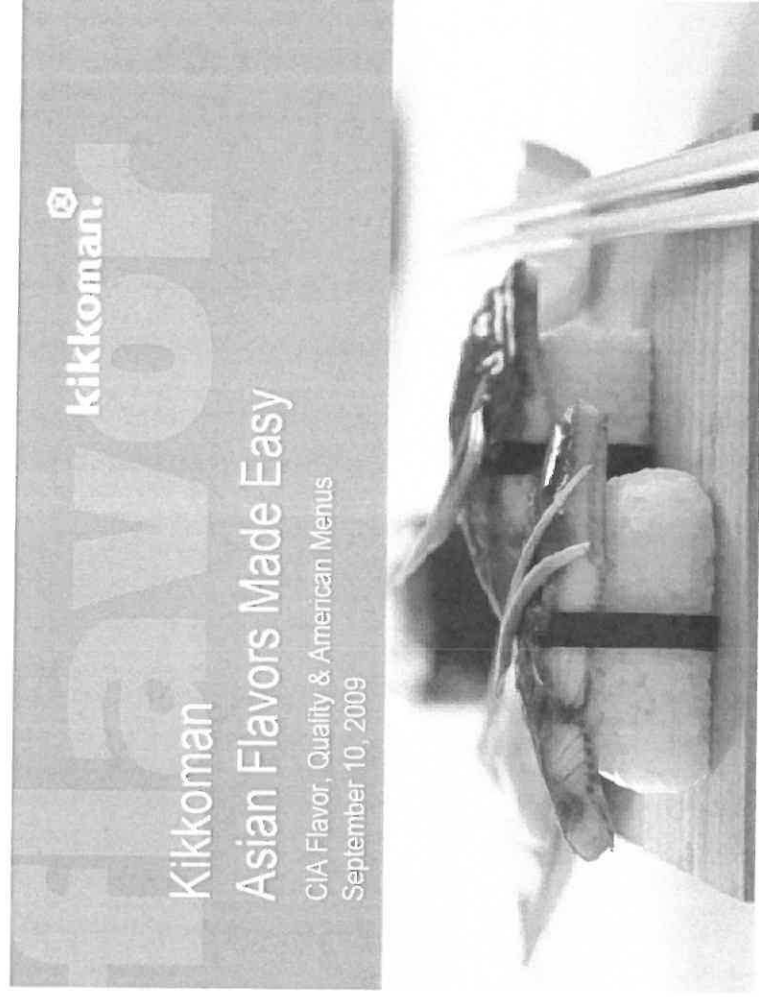
Synonymous with soy sauce worldwide, Kikkoman has a brand reputation for excellence that remains unsurpassed. And Kikkoman Soy Sauce has been a trusted ingredient in American homes, restaurants and food products for more than half a century.

Beyond our core products, we offer an extensive line of specialty seasonings and marinades, including Teriyaki, Ponzu, Citrus, Hoisin, Plum, Szechuan and Thai Style CMJ, plus seasoned rice wine and vinegars. And, like all Kikkoman industrial products, our new Asian sauces are made with no added MSG. We bring the full scope of clean Asian flavoring right to your doorstep.



**KIKKOMAN**  
Corporate Headquarters  
Kikkoman Sales USA, Inc.  
Industrial Department  
PO Box 407180  
San Francisco, CA 94113-0718  
kikkomanusa.com/hotlines@kikkoman.us

Previous Use of "ASIAN FLAVOR MADE EASY"

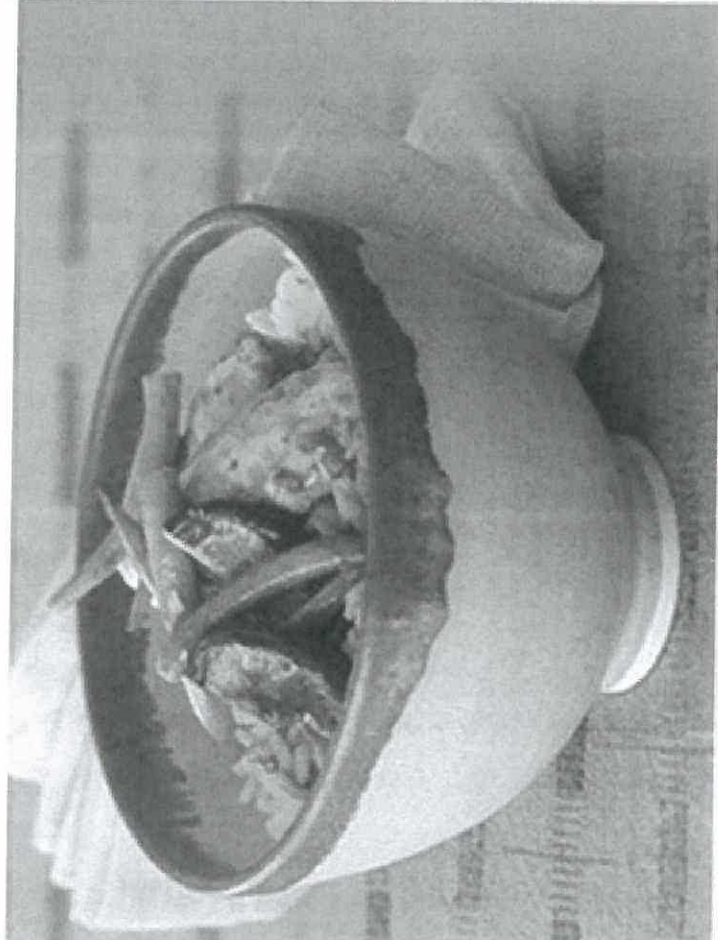


Previous Use of "ASIAN MADE EASY" on [www.asianmadeeasy.com](http://www.asianmadeeasy.com)



ASIAN  
MADE  
EASY

☐ recipes   ☐ offers







# Asian Flavor Made Easy

Now more than ever, the culinary spotlight is on Asia. Do you know how to develop your product formulations to capture the increasing appeal of popular Asian flavors?

As the world's best-known Asian food brand—and one with a knowledge base that you can build on—Kikkoman should be your first call when Asian inspiration strikes. With the food industry's broadest range of liquid and dehydrated soy sauces, seasonings and flavor enhancers, Kikkoman is your key to Asian flavors.

## The Soy Sauce Leader

Kikkoman has more than 300 years of experience brewing soy sauce—the quintessential Asian flavor ingredient. Our naturally brewed soy sauce is available in many functional forms. From liquid, dehydrated and granulated to less sodium, preservative-free, non-GMO and clear, our lineup offers a solution for every formulation and production challenge.

## Born and Brewed in the U.S.A.

These days, source matters. Our soy sauce is naturally brewed in state-of-the-art, HACCP-approved production facilities in Walworth, Wisconsin, and Folsom, California, using only North American-grown soybeans and wheat. 100% natural salt and pure water. And our multiple distribution centers throughout North America ensure consistent quality, flavor, delivery and safety with every shipment.

## Why Naturally Brewed Kikkoman?

All soy sauces are not created equal. Only natural brewing creates the unique flavor profile, functionality and clean label that make Kikkoman Soy Sauces stand out. More than 300 identifiable constituents add roundness, balance sweet notes and create the subtle richness that characterizes the cuisines of Japan, China, Thailand, Korea and beyond.

## Soy Sauce and Beyond

Synonymous with soy sauce worldwide, Kikkoman has a brand reputation for excellence that remains unsurpassed. And Kikkoman Soy Sauce has been a trusted ingredient in American homes, restaurants and food products for more than half a century.

Beyond our core products, we offer an extensive line of specialty sauces and seasonings, including Teriyaki, Ponzu, Oyster, Red, Yellow and Tikka Masala Curry; Hoisin; Plum; Sriracha and Thai Style Chili, plus a variety of seasoned rice wines. And, like all Kikkoman Industrial products, our new Asian sauces are made with no added MSG. We bring the full scope of clean Asian flavors right to your benchtop.

## KIKKOMAN

Corporate Headquarters  
Kikkoman Sales USA, Inc.  
Industrial Department  
P.O. Box 420784  
San Francisco, CA 94142-0784  
kikkomanusa.com/foodmanufacturers



## Sodium Reduction & Flavor Enhancement

Kikkoman offers a range of reduced-sodium, clean-label solutions to help you create boldly flavored, on-trend products—Asian and beyond!

## Kikkoman NFE Natural Flavor Enhancer

Forms—as a flavor enhancer while allowing for sodium reduction of 30–50%. Developed with Kikkoman's proprietary fermentation technology, this all-natural savory-flavor booster has a neutral taste, light color and strong umami characteristics. Clean-label Kikkoman NFE can be used to bring out the inherent deliciousness of any cuisine.

**Kikkoman Less Sodium PTN (Premium Total Nitrogen) Soy Sauce** contains 45% less sodium—making it the lowest-sodium Kikkoman Soy Sauce available—and 15% stronger soy sauce flavor than regular soy sauce. During manufacturing, Kikkoman uses a proprietary process to reduce sodium after natural brewing is complete, with no dilution. The result is great flavor balance with sodium-reduction potential of up to 50%. A preservative-free, tamari-style soy sauce, Less Sodium PTN Soy Sauce is particularly suited to Asian formulations, where sodium reduction is most challenging.

SODIUM REDUCTION & FLAVOR ENHANCEMENT SOLUTIONS	Liquid Products	
	NEW NFE-L	Dehydrated Products
NEW PRODUCTS	<ul style="list-style-type: none"> <li>Less Sodium PTN Soy Sauce (higher total nitrogen than regular soy sauce)</li> <li>Ponzu Citrus Seasoned Dressing &amp; Sauce (Lemon &amp; Lime Flavors)</li> <li>Sriracha Hot Chili Sauce</li> <li>Oyster Sauce (MSG-Free)</li> <li>Thai Red Curry Sauce</li> <li>Thai Yellow Curry Sauce</li> <li>Tikka Masala Curry Sauce</li> </ul>	<ul style="list-style-type: none"> <li>NEW NFE-IP</li> <li>NEW NFE-PY</li> </ul>
SOY SAUCE	<ul style="list-style-type: none"> <li>Soy Sauce</li> <li>Preservative-Free Soy Sauce</li> <li>Non-GMO Soy Sauce</li> <li>Premium PTN Soy Sauce (higher total nitrogen than regular soy sauce)</li> <li>Less Sodium Soy Sauce</li> <li>Preservative-Free Less Sodium Soy Sauce</li> <li>PK-56 Clear Soy Sauce</li> </ul>	<ul style="list-style-type: none"> <li>Dehydrated Soy Sauce SN-1</li> <li>Dehydrated Soy Sauce KS-32</li> <li>Premium Dehydrated Soy Sauce HN</li> <li>Non-GMO Dehydrated Soy Sauce KF-11</li> <li>Dehydrated Less Sodium Soy Sauce KFRS-50</li> <li>Granulated Soy Sauce</li> </ul>
ASIAN SAUCES, SEASONINGS & INGREDIENTS	<ul style="list-style-type: none"> <li>Teriyaki Sauce</li> <li>Salted Mirin (salted sweet rice wine)</li> <li>Hoisin Sauce</li> <li>Black Bean Sauce</li> <li>Plum Sauce</li> <li>Thai Style Chili Sauce</li> </ul>	<ul style="list-style-type: none"> <li>Dehydrated Teriyaki Sauce</li> </ul>

## Custom Solutions

Think of Kikkoman as your source for Asian flavor expertise. We created our products in anticipation of your needs, from flavor volatility and ingredient interactions to storage stability. As our partner, you'll share access to cross-functional R&D and production teams with on-site, timely formulation and operational solutions. And because our pack sizes range from 55-gallon drums to railway cars and tankers, there's not an equipment infrastructure we can't suit. Don't see the ingredient form or flavor you're looking for? Just ask. Our global resources and customization capacity make creating the taste of Asia easy.

©2011 Kikkoman Sales USA, Inc.

## THE MYSTERY OF UMAMI

While sensory physiologists in the West have traditionally pointed to four basic tastes—sweet, sour, salty and bitter—a hot topic in recent years has been the Japanese discovery of a fifth taste: umami.

But the umami phenomenon isn't unique to Japan or Japanese cuisine. Often translated as "savory" or "brothy," umami is the tongue-coating, meaty flavor of seared mushrooms, sizzling bulgogi beef or a rich pork stock. Achieve this elusive "fifth taste" in your own products by adding naturally brewed Kikkoman Soy Sauce to your formulations. There's no better way to make them richer and more fully rounded.

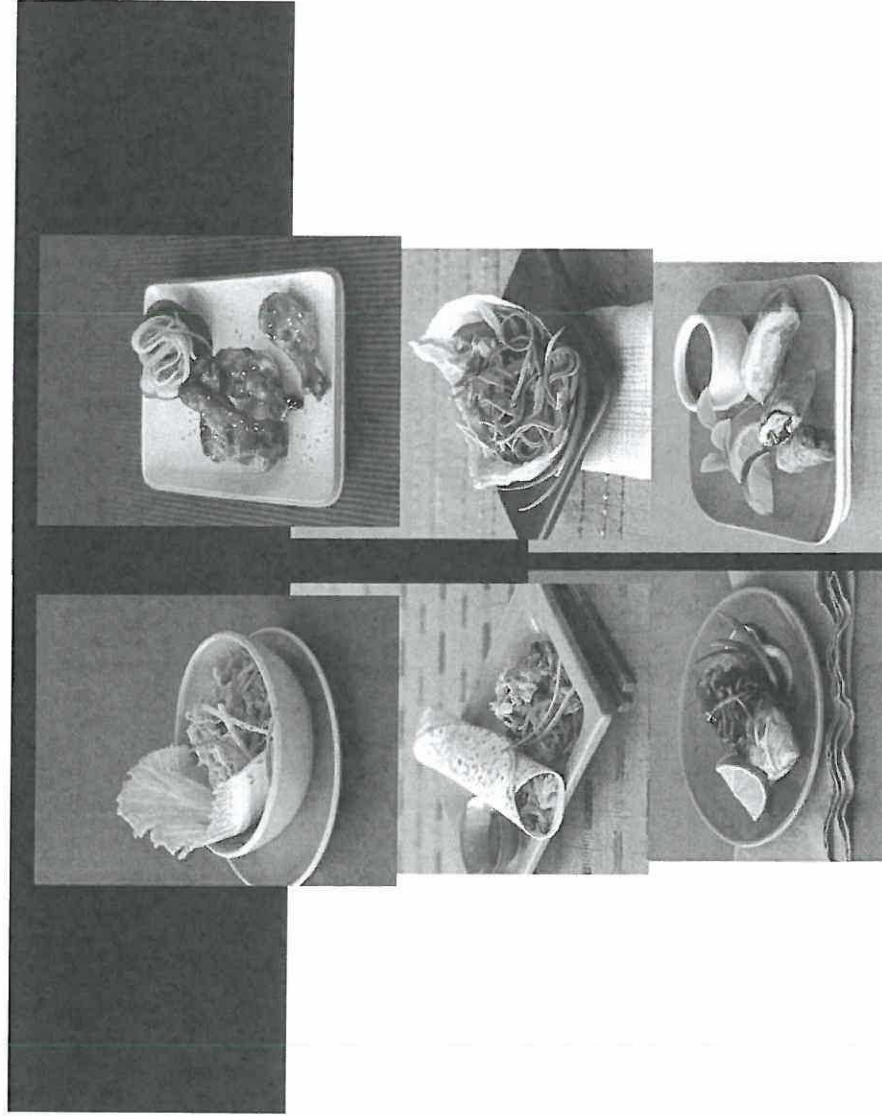


For information, samples and inspiration, contact us at (415) 229-3605 or [industrial@kikkoman.com](mailto:industrial@kikkoman.com).

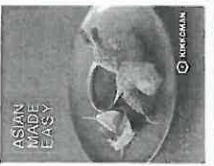
**kikkoman.**

## GET THESE EASY ASIAN IDEAS

Kikkoman's new Asian Authenticity Sauces and other labor-saving products make Asian cooking so simple, you hardly need a recipe.



...and a  
dozen  
more.



For your free copy of "Asian Made Easy,"  
featuring 18 sensationally simple menu ideas:

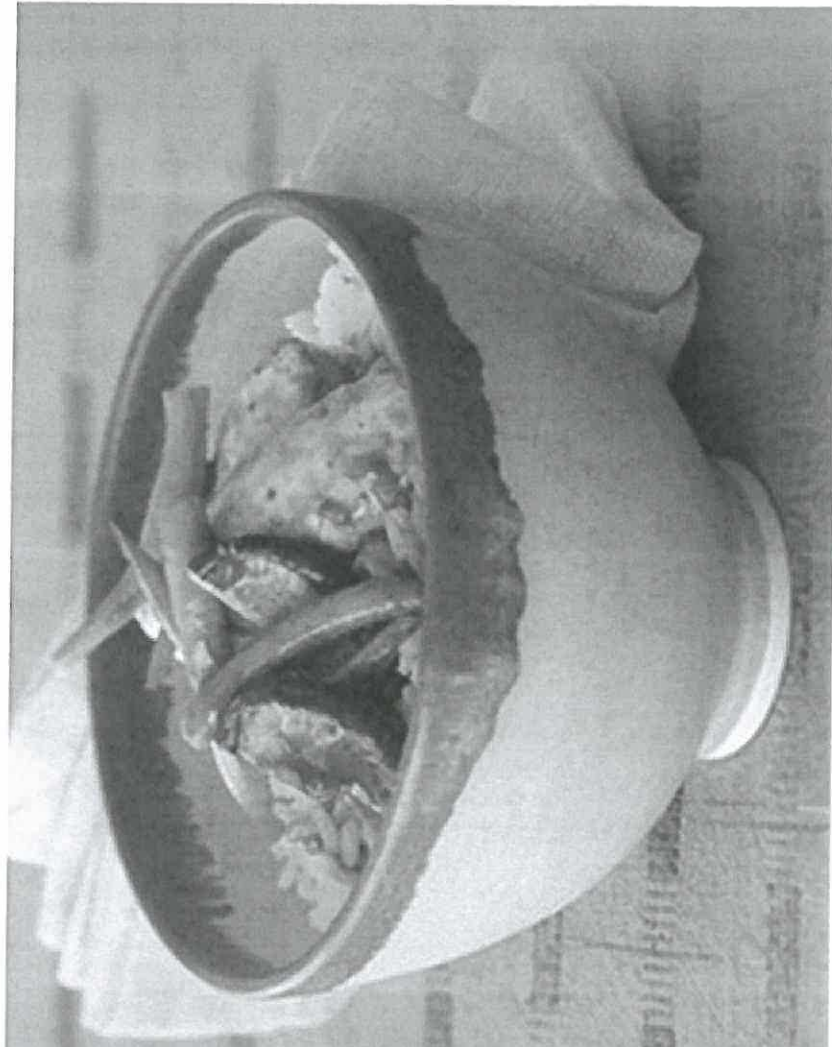
1-800-944-0600 or  
[www.AsianMadeEasy.com](http://www.AsianMadeEasy.com)

 **KIKKOMAN** INSPIRATION  
STARTS HERE.

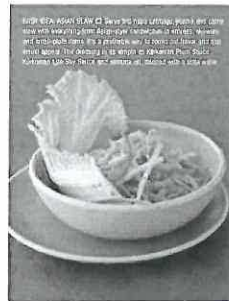


# ASIAN MADE EASY

☐ recipes   ☐ offers



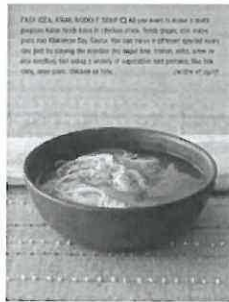




## PLUM SAUCE

### Kikkoman, Asian Made Easy.

Asian flavors are more popular than ever. And now, thanks to Kikkoman, they're easier than ever. Kikkoman's new Asian Authentic Sauces, including Soy Sauce, Light Soy Sauce, Teriyaki Sauce, and Plum Sauce, are inspired by the traditional flavors of Japan. They're made with Kikkoman's 100% Pure Soybean Paste, which is the heart of the Kikkoman difference. The perfect Asian taste shown here are so easy, you hardly need a recipe. But if you'd like more, visit [www.AsianMadeEasy.com](http://www.AsianMadeEasy.com) or call 1-800-944-9800.

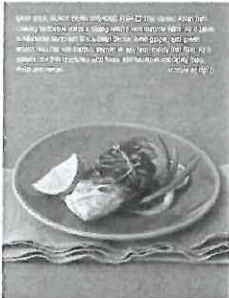


## SOY SAUCE

### Asian Noodle Soup

**YIELD:** 4 servings  
**INGREDIENTS:**  
1 cup soy sauce  
1/2 cup rice vinegar  
1/2 cup water  
1/2 cup Kikkoman Soy Sauce  
1/2 cup Kikkoman Soy Sauce

**INSTRUCTIONS:**  
Bring each ingredient to the boil in a pot over medium heat. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce.

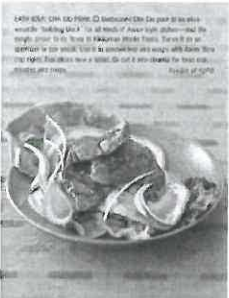


## BLACK BEAN SAUCE

### Black Bean Steamed Fish

**YIELD:** 4 servings  
**INGREDIENTS:**  
1 cup black beans  
1/2 cup soy sauce  
1/2 cup rice vinegar  
1/2 cup water  
1/2 cup Kikkoman Soy Sauce  
1/2 cup Kikkoman Soy Sauce

**INSTRUCTIONS:**  
For each serving, heat 1/2 cup of water in a pot over medium heat. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce.

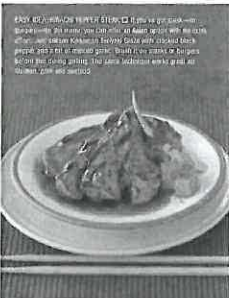
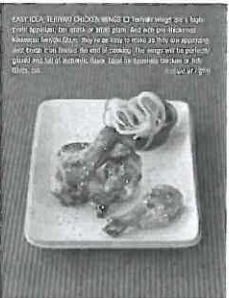
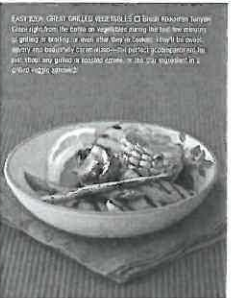


## HOISIN SAUCE

### Chai Siu Pork

**YIELD:** 4 servings  
**INGREDIENTS:**  
1 cup hoisin sauce  
1/2 cup soy sauce  
1/2 cup rice vinegar  
1/2 cup water  
1/2 cup Kikkoman Soy Sauce  
1/2 cup Kikkoman Soy Sauce

**INSTRUCTIONS:**  
For each serving, heat 1/2 cup of water in a pot over medium heat. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce.

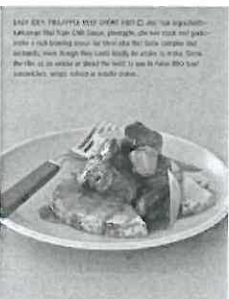
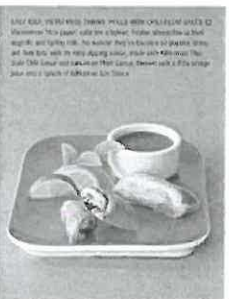
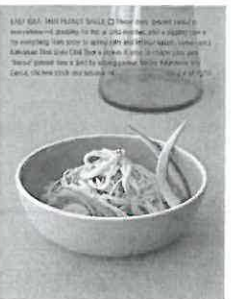


## TERIYAKI

### Teriyaki Chicken Wings

**YIELD:** 4 servings  
**INGREDIENTS:**  
1 cup teriyaki sauce  
1/2 cup soy sauce  
1/2 cup rice vinegar  
1/2 cup water  
1/2 cup Kikkoman Soy Sauce  
1/2 cup Kikkoman Soy Sauce

**INSTRUCTIONS:**  
For each serving, heat 1/2 cup of water in a pot over medium heat. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce.



## THAI STYLE CHILI SAUCE

### Thai Peanut Sauce

**YIELD:** 4 servings  
**INGREDIENTS:**  
1 cup peanut sauce  
1/2 cup soy sauce  
1/2 cup rice vinegar  
1/2 cup water  
1/2 cup Kikkoman Soy Sauce  
1/2 cup Kikkoman Soy Sauce

**INSTRUCTIONS:**  
For each serving, heat 1/2 cup of water in a pot over medium heat. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce. Simmer for 10 minutes. Stir in the soy sauce.

# Kikkoman Wasabi Sauce. Spread the wow.



Wasabi is hotter—and cooler—than ever. And now Kikkoman Wasabi Sauce makes it easy to add a spicy-creamy kick to everything from sandwiches, burgers, steaks and seafood to salads, sauces and more. Rich and spreadable, with the flavor and texture of a zesty mayo, it's ready to use as a condiment, dip, garnish and seasoning accent. Forget the powders and pastes. Just open, squeeze and start spreading the wow.

**kikkoman.**  
ASIAN FLAVOR MADE EASY  
800-944-0600  
[www.kikkomanusa.com](http://www.kikkomanusa.com)



© 2013 Kikkoman Sales USA, Inc.

BLEED

TRIM

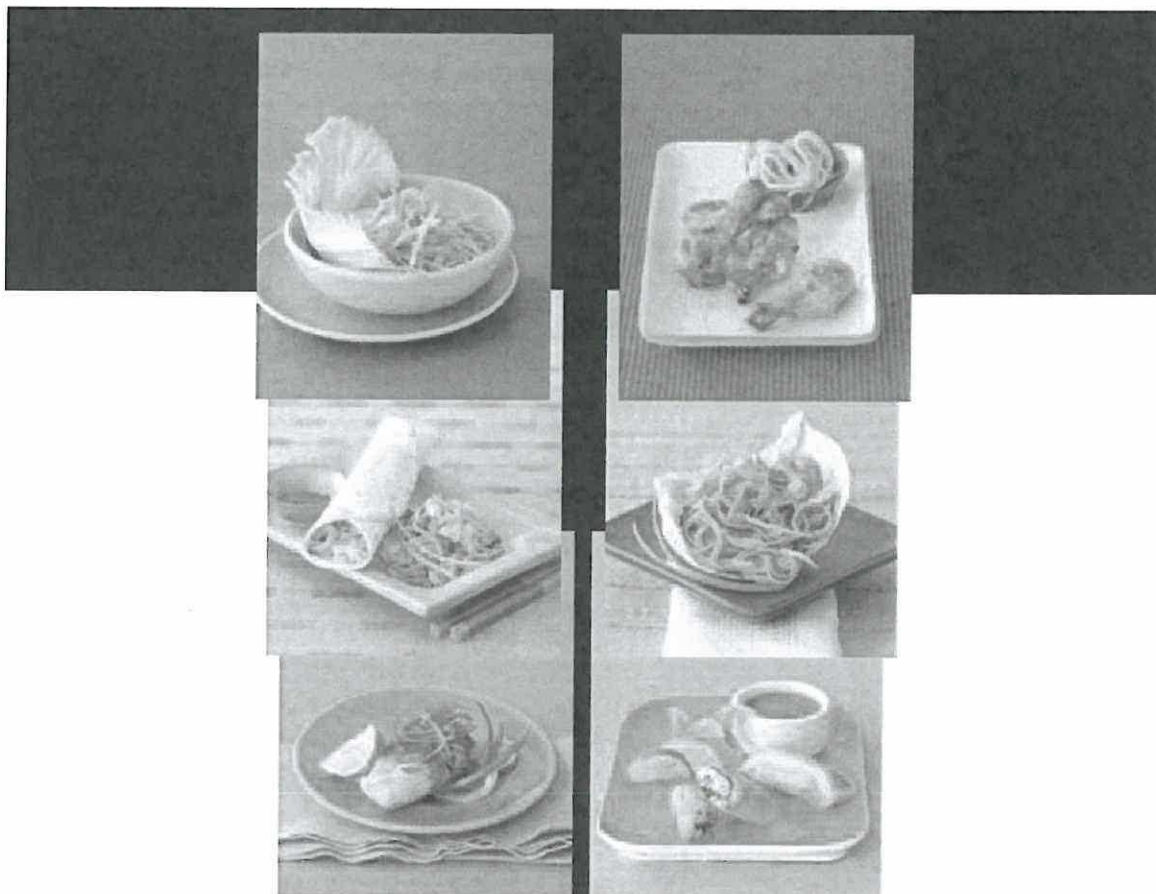
LIVE

TRIM

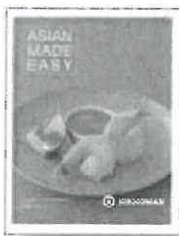
LIVE

## GET THESE EASY ASIAN IDEAS

Kikkoman's new Asian Authentics Sauces and other labor-saving products make Asian cooking so simple, you hardly need a recipe.



...and a  
dozen  
more.



For your free copy of "Asian Made Easy,"  
featuring 18 sensationally simple menu ideas:

1-800-944-0600 or  
[www.AsianMadeEasy.com](http://www.AsianMadeEasy.com)



**KIKKOMAN** INSPIRATION  
STARTS HERE.

COMMON STD PAGE

Ad No. 401002-056643  
Kikkoman  
"Asian Made Easy Ad"  
4/C Standard Single Page (133 line) ad  
to run in foodservice publications  
Starting January 2005  
Prepared by Ketchum, SF, CA  
12/04

Live: 7" x 10"  
Trim: 7.75" x 10.75"  
Bleed: 8.625" x 11.25"

ASIAN  
MADE  
EASY



## Asian Authentic Sauces *from Kikkoman*

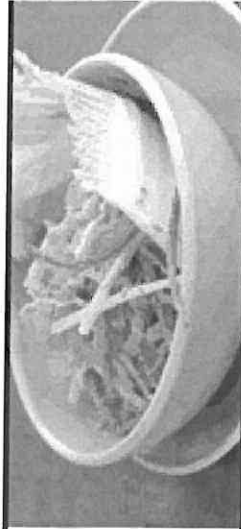
Hoisin Sauce • Black Bean Sauce  
Plum Sauce • Thai Style Chili Sauce

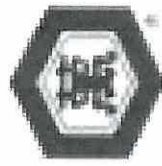






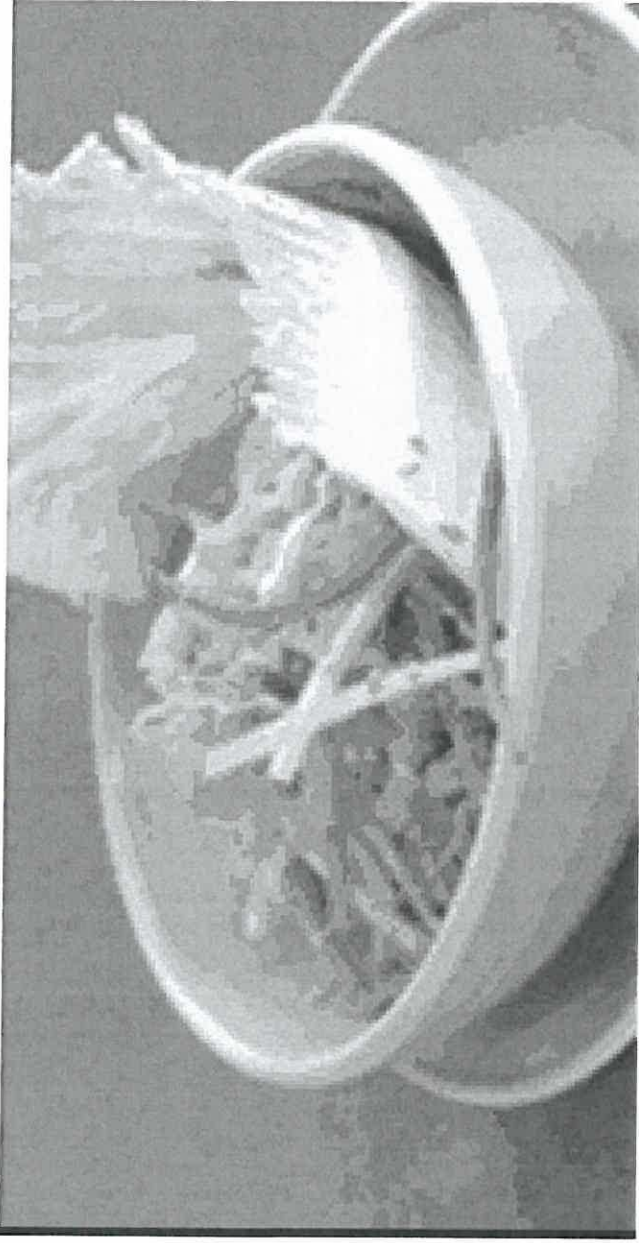
For a free copy of *Asian Made Easy*  
recipe ideas, call 1-800-944-0600  
or visit [asianmadeeasy.com](http://asianmadeeasy.com)





**KIKKOMAN**

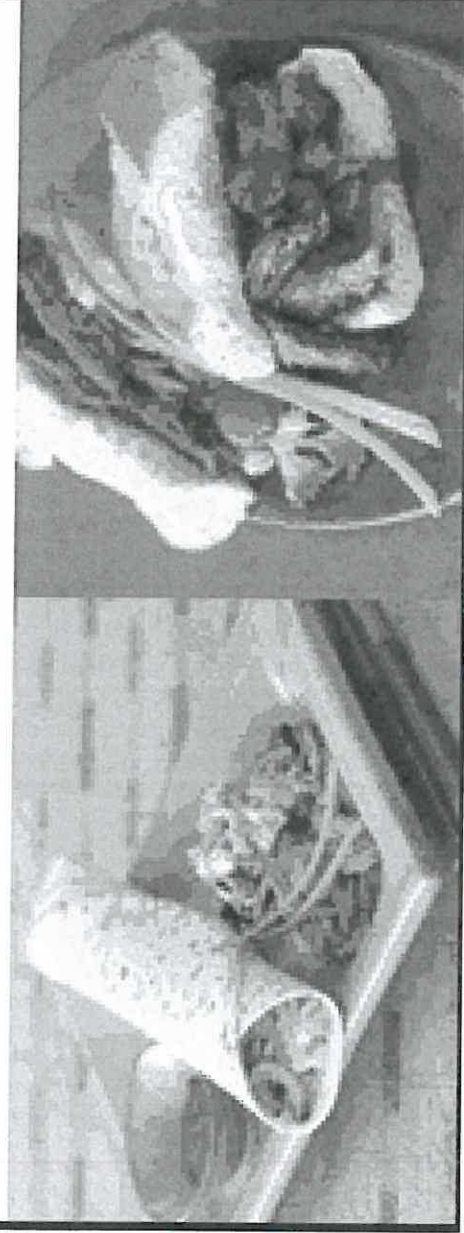
For a free copy of  
*Asian Made Easy* recipe ideas,  
call 1-800-944-0600  
or visit [asianmadeeasy.com](http://asianmadeeasy.com)



# ASIAN MADE EASY

## Asian Authentic Sauces *from Kikkoman*

Thai Style Chili Sauce  
Hoisin Sauce  
Black Bean Sauce  
Plum Sauce

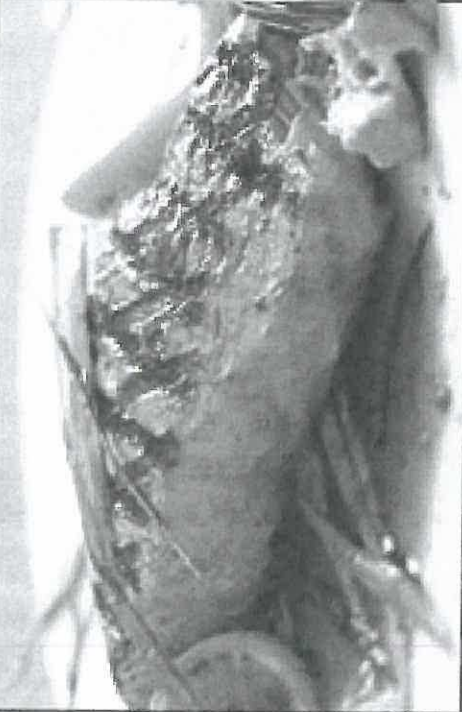
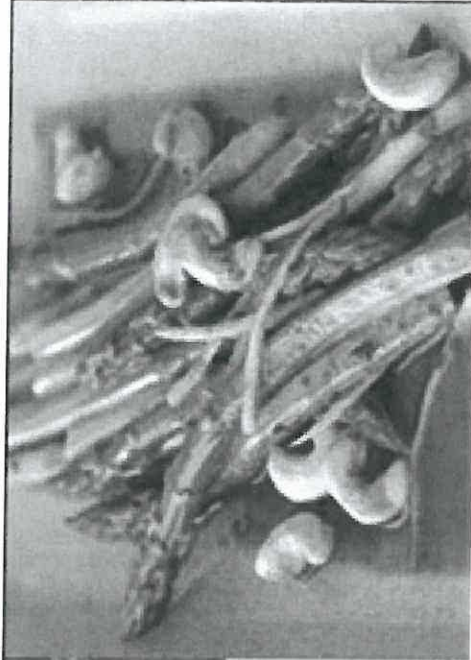


# NEW KIKKOMAN ASIAN SAUCES

Asian Flavor  
Made Easy

 **kikkoman.**

[Click here for more information](#)





# ASIAN MADE EASY

Dear Foodservice Broker:

Asian foods are more popular than ever. And now, thanks to Kikkoman, they're easier than ever. Kikkoman's new Asian Authentics sauces help chefs turn basic back-of-the-house ingredients into contemporary Asian-inspired dishes.

With this ASIAN MADE EASY tool kit, Kikkoman is making it easier for you to showcase these labor-saving and profit-building products. In this kit you'll find:

- ☐ 5 laminated cards featuring easy Asian recipes
- ☐ 20 Kikkoman Asian Made Easy posters
- ☐ 20 Kikkoman Asian Authentics brochure
- ☐ 20 Kikkoman Foodservice product guides
- ☐ 1 Measuring spoon
- ☐ 1 Measuring cup
- ☐ 1 Cutting board
- ☐ 1 Tongs

Use these simple and delicious recipes, kitchen prep tools and sales collateral to start unlocking the profit power of Asian menu items!

Sincerely,



Deborah Carpenter  
Foodservice Manager,  
National Sales and Marketing  
Kikkoman International Inc.

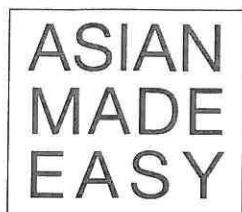
Reordering the enclosed sales collateral is easy too. Contact IBI Data via fax at 507-567-2526 or email [kikkoman@ibidata.com](mailto:kikkoman@ibidata.com) to request more of the following items and be sure to include the quantity you need and your shipping address.

KKAME05  
KAMEAABR  
KK05FSPG

Kikkoman Asian Made Easy posters  
Kikkoman Asian Authentics brochure  
Kikkoman foodservice product guides



**KIKKOMAN**



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Kendra Stewart, Ketchum for Kikkoman International Inc.

415.984.6191

kendra.stewart@ketchum.com

## **ASIAN FLAVORS: THE NEW AMERICAN CUISINE**

### ***Asian Influence Driven by ADVENTURESOME FOODIES***

San Francisco (Fall 2005) – According to a national survey conducted by Kikkoman International Inc., Asian flavors are becoming an integral part of the American culinary map—staking a solid place in the new American cuisine.

An in-depth survey revealed that American consumers savor a range of Asian flavors and are eating Asian foods more often compared to five years ago. Consumers rated Sweet and Sour Sauce (64%), Teriyaki Sauce (60%) and Soy Sauce (54%) among their favorite Asian flavors. Compared to five years ago, 33% of consumers are dining out more often at Asian restaurants, 23% are ordering Asian take-out more often and 17% are preparing Asian foods at home more often. Of particular note, this trend is being driven by ADVENTURESOME FOODIES\*, who make up 41% of the population.

"As the leader in Asian ingredients for foodservice and consumers, Kikkoman was interested in discovering the eating preferences and patterns of Americans who enjoy Asian food and flavors," said Deborah Carpenter, Foodservice Manager, National Sales and Marketing for Kikkoman International Inc. "While we are best known for our naturally brewed soy sauce and our Japanese heritage, we are proud to offer foodservice operators and their patrons the finest and most authentic Asian ingredients—from Thai Style Chili Sauce to Hoisin Sauce to Plum Sauce to Tamari Sauce—to satisfy the diverse palette of Asian flavors that Americans crave."

#### **Beyond the Chinese Wall**

While Chinese restaurants have been ubiquitous on the American culinary scene for decades, Thai, Japanese, Indian and other Asian cuisines are increasingly common dining options. When asked what type of Asian foods have you eaten in the past six months:

- ☐ Nearly 80% had eaten Chinese food
- ☐ 32% had eaten Japanese food (cooked)
- ☐ 31% had eaten Thai food
- ☐ 24% had eaten Japanese food (sushi)
- ☐ 17% had eaten Indian food
- ☐ 13% had eaten Vietnamese food

Among ADVENTURESOME FOODIES, the 41% of the population who enjoy trying new cuisine whether at home or at new restaurants, these influencers had:

- ☐ Eaten slightly less Chinese food with the past six months, at a rate of 76%
- ☐ Nearly half, 46%, had eaten Thai food in the past six months
- ☐ Consumed Japanese food at a rate that was nearly 10% higher compared to all survey respondents
  - ☐ 41% had eaten Japanese food – cooked (compared to 32%)
  - ☐ 35% had eaten Japanese food – sushi (compared to 24%)

#### **Satay Anyone?**

Awareness of Asian dishes was quite high among all consumers surveyed, regardless of whether they had tried them in the past six months. When asked, "Which, if any of the following Asian dishes have you heard of?" the following percentage of consumers had heard of these dishes:

- ☐ 99% chow mein
- ☐ 98% sushi
- ☐ 92% curry
- ☐ 73% dim sum
- ☐ 43% pad thai
- ☐ 39% satay
- ☐ 23% samosa

-more-

Additionally, consumers' attitudes towards Asian foods were quite positive, though different types of cuisines had different attributes associated with them. When asked to rank attributes on a 10 point scale where 10 describes the attribute completely, the following percentage of respondents ranked these cuisines 8 or higher:

- ☐ 66% feel Chinese food is satisfying
- ☐ 53% feel that Thai food is flavorful
- ☐ 43% feel that Japanese food is exotic
- ☐ 51% feel that Indian food is spicy

#### **From Eating Out to Cooking In**

Eight in ten (83%) respondents eat at a sit down restaurant at least once a month and they eat out primarily because they enjoy it (82%). When it comes to eating out at Asian restaurants, 83% of all consumers eat at an Asian restaurant at least three times a year and 51% of ADVENTURESOME FOODIES can be found dining at Asian restaurants a couple of times a month or more.

Consumers also look to restaurants to learn about new Asian flavors, as 50% reported learning about new flavors by trying new cuisines and restaurants and 49% reported learning about new flavors from restaurant menus. Given that ADVENTURESOME FOODIES are dining out more often, it comes as no surprise that 60% reported learning about new flavors by trying new cuisines and restaurants and 54% from restaurant menus.

When it comes to Asian take-out, 61% of Americans order take-out at least three times a year. Again, ADVENTURESOME FOODIES are more likely to order take-out, with 30% of them ordering take-out a couple of times a month or more.

Asian flavors and foods are a favorite in home kitchens as well, with stir-fry as the hands-down favorite Asian dish (89%) for home preparation. In fact, 16% of all consumers are cooking Asian foods a couple of times a month or more. And Asian ingredients are found in household pantries throughout the U.S. More than 81% of consumers reported stocking soy sauce in their kitchen pantry, followed by teriyaki sauce (62%), ginger (46%) and sweet and sour sauce (36%).

#### **\*About the Kikkoman International Asian Cuisine Survey:**

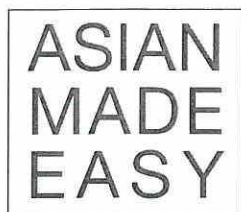
An online survey of 1,128 adult Americans who have eaten at an Asian restaurant at least once in the past year was fielded January 17 – 20, 2005 on behalf of Kikkoman. Based on responses, a segment analysis was conducted, identifying three different groups. These groups were identified as follows:

- ☐ ADVENTURESOME FOODIES (41%) make up the largest part of the population surveyed. They enjoy trying new cuisine whether at home or at new restaurants and are influencers.
- ☐ TRIED & TRUES (31%) make up one-third of the population. They enjoy Asian cuisines but are more conservative with flavor and less likely to try new things.
- ☐ WOK-AWAYS (27%) make up about one-fourth of the populations surveyed. They are the least knowledgeable about Asian cuisines and the most likely to claim they prefer other types of cuisines.

For more information and an in-depth look at the Asian foods and flavors Americans are eating, cooking and enjoying, please contact Kendra Stewart at 415.984.6194 or [kendra.stewart@ketchum.com](mailto:kendra.stewart@ketchum.com).

###

Kikkoman International Inc. offers Kikkoman products to the foodservice, food manufacturing and retail channels in the United States and Canada. Its products include naturally brewed Kikkoman Soy Sauce—the world's best-selling soy sauce—and a number of premium-quality authentic Asian sauces and coatings. In addition to Asian sauces, the company has recently introduced Pearl® Soymilk, made from organic soybeans.



## Overview of Consumer Segments Identified in Asian Cuisine Survey

An online survey of 1,128 adult Americans who have eaten at an Asian restaurant at least once in the past year was fielded January 17 – 20, 2005 on behalf of Kikkoman. Based on responses, a segment analysis was conducted, identifying three different groups. These groups were identified as follows:

“ADVENTURESOME FOODIES” (41%) make up the largest segment of the population surveyed. They enjoy trying new cuisine whether at home or at new restaurants and are influencers.

- ☐ More likely to be male (58%)
- ☐ Contains the largest segment of Asians (5%)
- ☐ Most likely to live in the West (32%)
- ☐ The wealthiest—57% have an annual household income of \$50,000 or more
- ☐ 25% are between 45 and 54 years old
- ☐ 67% enjoy exploring interesting/new ethnic tastes
- ☐ 53% wish they had more time to experiment with different flavors/cuisines
- ☐ 42% say that their friends ask them for restaurant recommendations

“TRIED AND TRUES” (31%) make up one-third of the population surveyed. They enjoy Asian cuisine but are more conservative with flavor and less likely to try new things.

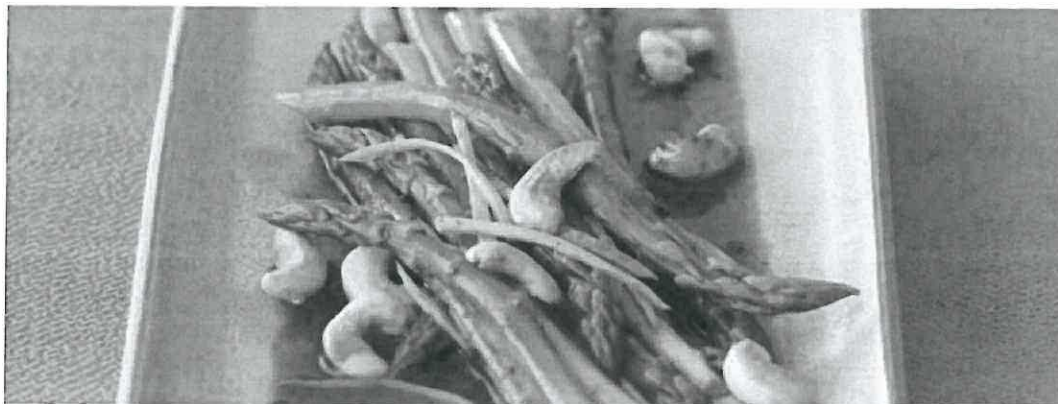
- ☐ Slightly more likely to be female (54%)
- ☐ Mostly likely to live in the South (37%)
- ☐ 51% have an annual household income of \$50,000 or more
- ☐ 22% are between 35-44 years old
- ☐ 85% eat at sit down restaurants because they “enjoy it” and 54% do so for convenience

“WOK-AWAYS” (27%) make up one-fourth of the population surveyed. They are the least knowledgeable about Asian cuisine and the most likely to claim they prefer other types of cuisines much more than Asian.

- ☐ More likely to be female (58%)
- ☐ Contains the largest segment of people 65 years or older (21%)
- ☐ Mostly likely to live in the South (35%) and North Central (30%)
- ☐ The least wealthy segment; 41% have an annual income of \$50,000 or more
- ☐ 50% say that they usually stick with cuisines they are familiar with but every once in a while they’ll try something new
- ☐ 39% consider themselves a novice when it comes to Asian cuisine
- ☐ 25% say they don’t eat at Asian restaurants more often because they prefer other types of food much more

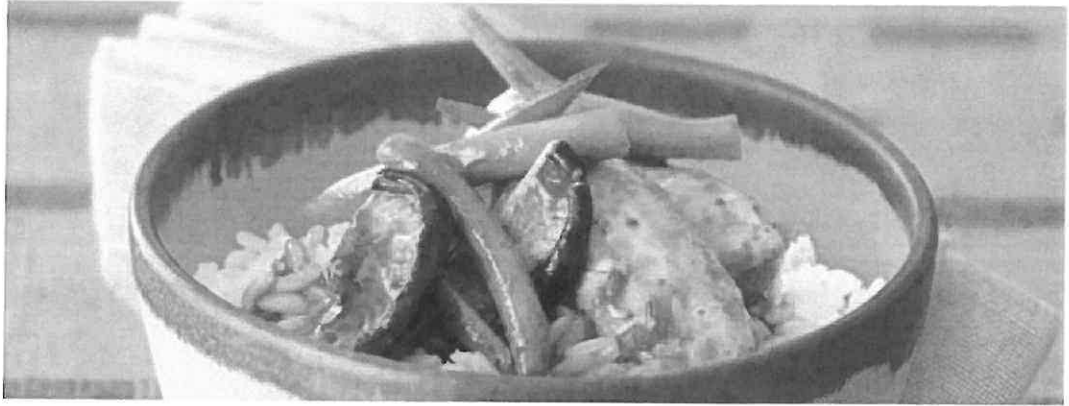


## Americans & Chinese Foods and Flavors



- 42% of respondents said that Chinese food (general) is their favorite Asian cuisine with the highest percentage in the North Central region (48%)
  - 14% of respondents said that Chinese-Szechwan is their favorite
  - 6% of respondents said that Chinese-Hunan is their favorite
- Eight in ten (79%) of the respondents have consumed Chinese food in the last 6 months
  - TRIED AND TRUES and those in the Northeast were more likely to consume Chinese (84%, 84% respectively)
- 66% of the interviewees ranked Chinese as the most satisfying of all the Asian cuisines
- When asked to indicate how well certain words described Chinese cuisine, 76% of the respondents felt that **flavorful** best describes it
  - More ADVENTURESOME FOODIES found Chinese cuisine **flavorful** (81%)
- When it comes to preferences, 60% of WOK-AWAYS prefer Chinese food compared to the 29% of ADVENTURESOME FOODIES that prefer it
- When asked which Chinese dishes the respondents had heard of:
  - 99% responded that they are familiar with chow mein
  - 82% had heard of kung pao
  - 73% had heard of dim sum
- 64% of consumers cited sweet and sour sauce, 18% plum sauce, 17% hoisin sauce and 17% five-spice powder as their favorite Asian flavors

## Americans & Indian Foods and Flavors



- ☐ 17% of the respondents had consumed Indian food in the last 6 months
- ☐ When asked to indicate how well certain words described Indian cuisine, 51% of the respondents felt that **spicy** best describes Indian cuisine
- ☐ 43% of all respondents also consider Indian cuisine to be **exotic**
  - 55% of ADVENTURESOME FOODIES describe Indian food as flavorful
  - Only 6% of WOK-AWAYS describe it as such
- ☐ When asked which Indian dishes the respondents had heard of:
  - 92% responded that they are familiar with **curry**
  - 23% had heard of a **samosa**
  - Though 81% of the Wok-Aways were familiar with **curry**, only 7% had heard of a **samosa**
- ☐ 29% of consumers listed **curry** as a favorite Asian flavor
- ☐ 4% of the respondents said Indian was their favorite of all the Asian cuisines

## Americans & Japanese Foods and Flavors



- ☐ 32% of the respondents had consumed Japanese cooked food in the last 6 months with the highest percentage in the Southwest region (46%)
  - 8% of respondents said that cooked Japanese food is their favorite Asian cuisine
- ☐ 24% of the respondents had consumed sushi in the last 6 months.
  - 9% of respondents said that sushi is their favorite Asian cuisine
- ☐ When asked to indicate how well certain words described Japanese cuisine, the respondents felt that **trendy** and **healthy** best describes Japanese cuisine, (38%, 41% respectively)
  - Both TRIED AND TRUES and ADVENTURESOME FOODIES find Japanese cuisine to be the trendiest of all the Asian cuisines (47%, 45% respectively)
  - ADVENTURESOME FOODIES find Japanese cuisine to be the healthiest of all Asian cuisines (54%)
  - 25% of the ADVENTURESOME FOODIES found Japanese food to be spicy
- ☐ When asked which Japanese dishes the respondents had heard of:
  - 98% had heard of sushi
  - 53% had heard of sashimi
- ☐ 60% of respondents listed teriyaki sauce as a favorite Asian flavor, 54% soy sauce, 20% of respondents cited wasabi, and 2% cited ponzu sauce

## Americans & Thai Foods and Flavors



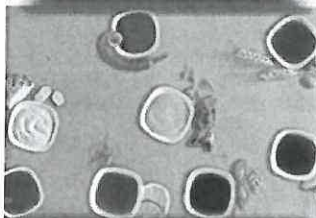
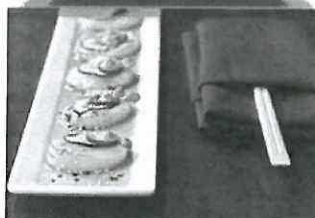
- ☐ 31% of all consumers have eaten Thai food in the last 6 months
  - 41% of ADVENTURESOME FOODIES have eaten Thai food within the last 6 months
  - Only 10% of TRIED AND TRUES had eaten Thai food within the last 6 months
- ☐ 9% of respondents said that Thai food is their favorite Asian cuisine, with the highest percentage in the Northwest region (14%)
- ☐ When asked to indicate how well certain words described Thai cuisine, 45% of the respondents felt that **exotic** best describes Thai cuisine and 49% consider it to be **spicy**
  - 62% of ADVENTURESOME FOODIES consider Thai food to be exotic
  - 68% of them consider it to be spicy
- ☐ 27% of all respondents consider Thai cuisine to be **healthy**, however, there are significant differences among each group of consumers
  - 40% of ADVENTURESOME FOODIES consider Thai cuisine to be healthy
  - 29% of TRIED AND TRUES do
  - Only 5% of WOK-ALWAYS do
- ☐ When asked which Thai dishes the respondents had heard of:
  - 43% said that they had heard of pad thai
  - 39% had heard of satay
- ☐ 46% of consumers stock ginger in their pantry and 11% have coconut milk



## Americans & Vietnamese Foods and Flavors



- ☐ 13% of the respondents had consumed Vietnamese food in the last 6 months
- ☐ When asked to indicate how well certain words described Vietnamese cuisine, 24% of the respondents felt that **exotic** best described Vietnamese cuisine, followed by **flavorful** at 23%
  - 54% percent of ADVENTURESOME FOODIES described Vietnamese cuisine as flavorful
  - 3% of WOK-ALWAYS consider it flavorful
  - Only 1% of TRIED AND TRUES consider it flavorful
- ☐ Vietnamese was cited as the cuisine “most often consumed at restaurants” by 5% of respondents
- ☐ 2% of the respondents said Vietnamese was their favorite of all the Asian cuisines
- ☐ 18% of respondents listed lemon grass as a favorite Asian flavor
- ☐ Fish sauce, a staple of Vietnamese cooking, can be found in 8% of households


[Products >](#)

[Soy Sauce and more >](#)
[On the Menu >](#)

[Scallop Tirasito >](#)
[Chef's Table >](#)

[Featured Chef >](#)
[Kikkoman K-12 >](#)

[Menu Planner >](#)

**Featured Recipe: Wasabi** isn't just for sushi anymore. These days, it's hotter-and cooler-than ever, and it's showing up in all kinds of creative menu items.

New Kikkoman Wasabi Sauce makes it easy to add a spicy-creamy wasabi kick to everything from sandwiches, burgers, steaks and seafood to salads, sauces and more.



Get the recipe for our  
[Grilled Ponzu Chicken Sandwich with Wasabi Sauce >](#)

**Featured Product: Introducing** Kikkoman Preservative-Free Orange Sauce. Made with traditionally brewed Kikkoman Soy Sauce, real orange juice concentrate and select seasonings, it takes the guesswork out of making perfect orange chicken, plus it's ready to use as a sauce, glaze and condiment for stir-fries, appetizers and more.


[Tell me more >](#)
[Chef Jet Tila's Sweet & Spicy Wings with Kikkoman](#)
[YouTube](#)

**Menu Inspirations:** Explore Kikkoman's new Asian sauces in these videos featuring our family of chefs.

< Check out this video of Chef Jet Tila preparing Sweet and Spicy Wings featuring Kikkoman Sriracha Hot Chili Sauce, and Thai Style Chili Sauce.



[Watch more videos >](#)

In the News: Worlds are colliding, and that's good news for restaurant goers. Consumers want a bold mix of flavors, and chefs are seeing opportunities to combine the flavors of Latin and Asian cuisines.

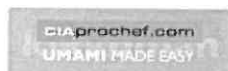
[Read The Essential Guide >](#)



Sign up here for the New Kikkoman "Asian Made Easy" Newsletter.



[Sign up >](#)



## Kikkoman "Asian Made Easy" e-Newsletter

Sign up for our e-Newsletter

Discover meals specially designed with foodservice in mind. See how Kikkoman create new dining experiences. Sign up now for our Foodservice e-newsletter!

\*Required Fields



Click here to see our recent e-Newsletter.

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
E-mail Address*	<input type="text"/>
Verify E-mail Address*	<input type="text"/>

Please tell us about yourself and your business so we can deliver what's right for you.

### Business Info

Foodservice Segment:	<input type="text"/>
Type of Operation:	<input type="text"/>

### Interest

Please select what Kikkoman products you typically purchase

- |  |  |
|--|--|
| <input type="checkbox"/> Soy Sauce       | <input type="checkbox"/> Less Sodium Soy |
| <input type="checkbox"/> Teriyaki Sauces | <input type="checkbox"/> Sauces & Bases  |
| <input type="checkbox"/> Ponzu           | <input type="checkbox"/> To Go Packets   |
| <input type="checkbox"/> Sushi Vinegar   | <input type="checkbox"/> Coating Mixes   |
| <input type="checkbox"/> PEARL® Soy Milk |  |

Please select your areas of interest

- |   |  |
|---|--|
| <input type="checkbox"/> Business Tips          | <input type="checkbox"/> Culinary Trends |
| <input type="checkbox"/> Marketing Tools        | <input type="checkbox"/> Menu Tips       |
| <input type="checkbox"/> Point of Sale Material | <input type="checkbox"/> Product Samples |
| <input type="checkbox"/> Rebates/Rewards        | <input type="checkbox"/> Recipes         |
| <input type="checkbox"/> None                   |  |

May we periodically contact you regarding other Kikkoman promotions? ☐ Yes ☐ No

How did you find out about the Kikkoman Asian Made Easy?

**Sign up**

At Kikkoman, we respect your privacy and do not share or sell your personal information with any other company. Please see our Privacy Policy.



The United States of America



**CERTIFICATE OF REGISTRATION  
PRINCIPAL REGISTER**

*The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.*

*The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.*

*A copy of the Mark and pertinent data from the application are part of this certificate.*

*To avoid CANCELLATION of the registration, the owner of the registration must submit a declaration of continued use or excusable non-use between the fifth and sixth years after the registration date. (See next page for more information.) Assuming such a declaration is properly filed, the registration will remain in force for ten (10) years, unless terminated by an order of the Commissioner for Trademarks or a federal court. (See next page for information on maintenance requirements for successive ten-year periods.)*



*Jon W. I. Dudas*

*Director of the United States Patent and Trademark Office*



Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

**United States Patent and Trademark Office**

**Reg. No. 3,460,956**

Registered July 8, 2008

**SERVICE MARK  
PRINCIPAL REGISTER**

**UMAMI MADE EASY**

KIKKOMAN INTERNATIONAL, INC. (CALIFORNIA CORPORATION)  
SUITE 3600  
50 CALIFORNIA STREET  
SAN FRANCISCO, CA 94111

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING EDUCATIONAL DEMONSTRATIONS IN THE FIELD OF THE CULINARY ARTS RELATING TO THE ENHANCEMENT OF FOOD FLAVOR BY USING SOY SAUCE AND DISTRIBUTION OF PRINTED DEMONSTRATION MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

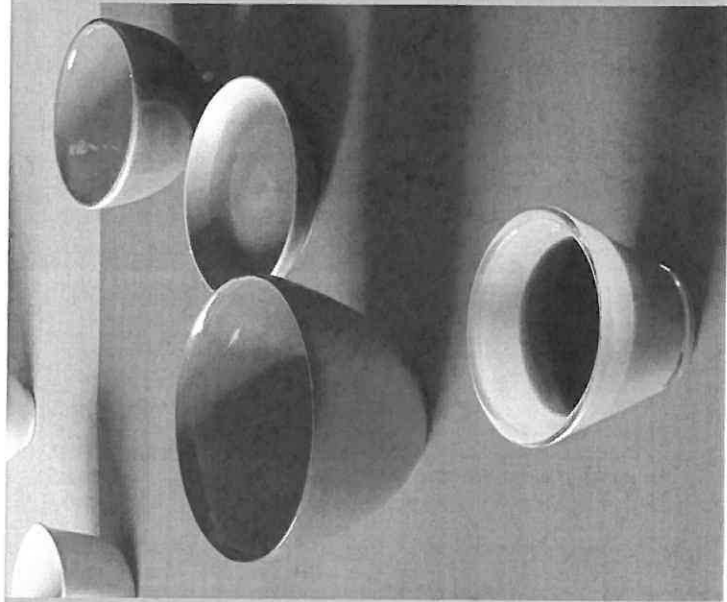
FIRST USE 7-1-2007; IN COMMERCE 7-1-2007.

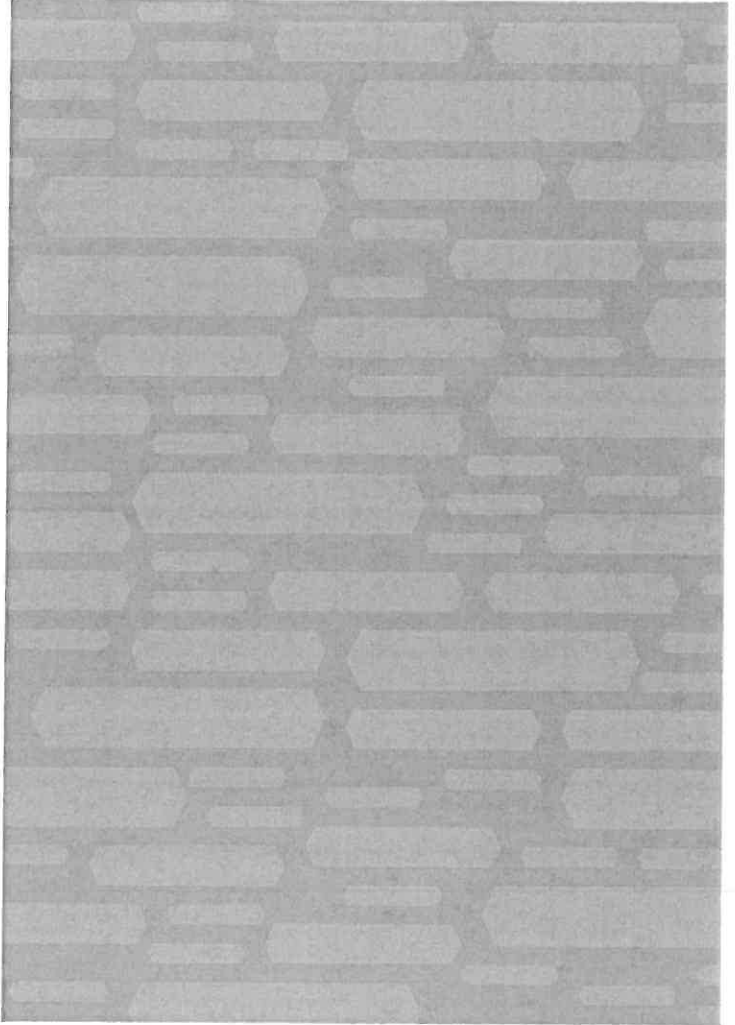
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "UMAMI", APART FROM THE MARK AS SHOWN.

SER. NO. 77-272,843, FILED 9-6-2007.

PAUL CROWLEY, EXAMINING ATTORNEY





<b>Introduction</b>	2
Understanding Umami	
<b>Instant Umami Demos</b>	6
<b>Sauces &amp; Dressings</b>	8
Charles Phan	10
<b>Condiments</b>	12
Nancy Silverton	14
<b>Seafood</b>	16
Rick Tramonto	18
<b>Meat &amp; Poultry</b>	20
Susan Feniger & Mary Sue Milliken	22
<b>Vegetables &amp; Sides</b>	24
José Andrés	26
<b>Mushrooms</b>	28
Mark Bittman	30





## Understanding Umami

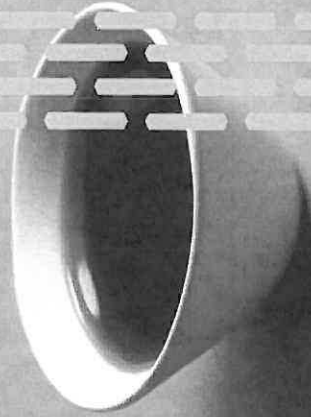
It's one of today's hottest culinary topics. Everyone's looking for it. Everyone wants to add it. So what exactly is umami, and how can you put it to work on your menu?

We tend to think of four basic tastes: sweet, sour, salty and bitter. Umami (oo-MAH-mee) is the fifth taste—often described as meaty, savory or brothy. It's harder to pin down than the other four, but you know it when you taste it. It's the tongue-coating richness of reduced meat stock, the intensity of Parmesan cheese,

the concentrated flavor of sautéed mushrooms or tomato sauce and the complex, sweet-savory depth of naturally brewed Kikkoman Soy Sauce.

What's behind all of these umami-rich ingredients is a high concentration of certain amino acids—often the result of reduction or fermentation. But it's what they do to other foods that is truly remarkable.

Umami ingredients boost flavor. Add them and foods taste richer, more intense, more fully rounded. And naturally brewed Kikkoman Soy Sauce is one of the most versatile, all-purpose umami ingredients of all.



### SOY SAUCE AND UMAMI

Kikkoman Soy Sauce is made from just four natural ingredients: water, wheat, soybeans and salt. A special yeast culture starts the fermentation process that transforms them into soy sauce over a period of several months, much like the process of making wine.

This is essentially how soy sauce has been made since its invention about 2,500 years ago, when it was created as a way to give vegetarian food more meaty flavor. In fact, it's one of the world's oldest umami ingredients.

But what makes it different from other umami ingredients is its versatility. You're not going to add a pinch of Parmesan cheese or

chopped mushrooms to just anything you cook. But naturally brewed soy sauce, which contains more than 285 distinct flavor and aroma components, is an easily incorporated liquid that's convenient to use and store. And when used in the right quantity, it can actually act as a natural flavor enhancer for just about anything savory. In other words, Kikkoman Soy Sauce can be "instant umami."

### ONE PLUS ONE EQUALS WOW

This is especially useful when you're preparing a dish that contains other umami-rich ingredients. Add Kikkoman Soy Sauce to beef, pork, chicken, seafood, mushrooms or tomatoes, for example, and you get an umami synergy. As the flavors

combine, they add up to more than the sum of their parts.

The key to creating this synergy with soy sauce is balance. In most cases—especially when working with non-Asian foods—you want the soy sauce flavor to remain in the background, so that you perceive its salty, sweet, meaty qualities without actually identifying a pronounced soy sauce taste. So go slowly at first, as you would with salt or pepper, seasoning to taste until you get the proportions right.

### UMAMI MADE EASY

The recipes, ideas and tips in this book will give you a sense of the flavor-boosting power of umami—and the remarkable umami magic

of Kikkoman Soy Sauce. They include signature menu items from some of America's leading chefs, who represent a broad range of cuisines. Collectively, they prove a flavorful point: From Asian to Latin, from Mediterranean to mainstream American—and everywhere in between—Kikkoman Soy Sauce is umami. And what could be easier than that?



UMAMI

